



# Spectacles in Romania

June 2024

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## Spectacles in Romania - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Current value growth remains robust despite falling volume sales  
Spectacle frames with more fashionable designs continue to gain popularity  
Consumers show growing interest in specialised spectacle lenses for myopia control

#### PROSPECTS AND OPPORTUNITIES

Demand for spectacle lenses and frames set to increase steadily  
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